



ALEXANDRA PARK AND PALACE CHARITABLE TRUST
BOARD MEETING
15 MARCH 2022

Report Title: Fundraising Update

Report of: James Atkinson, Development Director

Purpose: This report informs the Trustee Board on fundraising efforts during 2021-22.

Local Government (Access to Information) Act 1985 N/A

1. Recommendations

1.1 To note the report.

2. Culture Recovery Fund

Round 1

2.1 APPCT successfully secured £2.97m from the government's Culture Recovery Fund in November 2020. The deadline for spending the grant was subsequently extended from 31 March 2020 to 30 June 2021.

2.2 As a result, we applied to defer some spending into FY 2021/2022, totalling £386,000.

2.3 Round 2 funding: we did not apply for Round 2 funding, as the maximum possible grant per organisation was set at £3m and we were already very close to this figure.

2.4 The grant was spent on covering running costs, salaries, security, maintenance and repair, and investing in new systems, in particular IT systems for payroll, customer relationship management and time / attendance.

Round 3

2.5 Round 3 funding was announced in summer 2021, with the maximum possible total grant per organisation raised to £4m. The deadline for applications was October 2021.

2.6 In December 2021 the Trust successfully secured £702,000 'continuity funding' through the Culture round 3 to cover October 2021 to January 2022.

- 2.7 This grant has now been spent and a completion report submitted. The funding mainly covered salaries and security costs, plus a £117,000 contribution towards path repairs in the park, which has seen a huge increase in visitors throughout the pandemic.

Round 4

- 2.8 This round was for Emergency Resource Support, deemed a different strand of support, separate to Continuity Support (under which we were successful in Round 3).
- 2.9 The cap on CRF for non-profit organisations, across all rounds is £4m and the Trust, to date, has been granted £3,669,600 leaving a potential further £330,400 to be applied for.
- 2.10 We submitted an Expression of Interest in January, however, decided against investing significant staff resource into submitting a full application by the February deadline. The funding could not extend beyond 31 March 2022 and our view was that, with the award of £702,000 just before Christmas, the Trust was unlikely to be successful, as DCMS / NLHF are likely to prioritise other organisations that have had less or no grants to date.

3. Unsuccessful Applications

- 3.1 We have been active throughout this financial year in trying to secure grants from Charitable Trusts and Foundations to support our work. As in 2020/2021, many grant giving bodies have suspended their usual grant giving programmes or only recently restarted them. As a consequence, many approaches have failed at the pre-application stage. Competition for funding is extremely high.
- 3.2 Seven unsuccessful applications were made during the year. In all these cases, feedback did not identify weaknesses in our application but very high competition. (detailed in the Exempt Appendix at Agenda item 17).
- 3.3 We currently have two live applications and are preparing another (also detailed in the Exempt Appendix).

4. Successful Applications / New Relationships

- 4.1 We received the third tranche of funding (£50,000) from Matchroom Sport Charitable Foundation during 2021/22, to fund our outdoor creative learning programme for young people. We continue to enjoy support from longer standing relationships with Rose Foundation, Tottenham Grammar School Foundation and John Thaw Foundation.
- 4.2 We have confirmed support from Esmee Fairbairn Foundation for £150,000 over three years, to support the Young Creatives Network.

5. Public Fundraising

- 5.1 We are on course to raise around £250,000 from car park donations in 2021/2022.
- 5.2 Other sources of public income have remained flat but we have moved to a new system supported by our customer relationship database (Spektrix) and are seeing positive results. We expect this to increase during 2022/2023.

6. Legal Implications

- 6.1 The Council's Head of Legal & Governance has been consulted in the preparation of this report, and has no comments.

7. Financial Implications

- 7.1 These results have informed our projected fundraising income for 2022/2023. Alongside income to support regular activities and projects, we will focus on capital funding to support the ongoing renovation of the Palace and Park.
- 7.2 The Council's Chief Financial Officer has been consulted in the preparation of this report, and has no comments.

8. Use of Appendices – Exempt Appendix (Agenda item 17)

9. Background Papers – None